

**IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼**  
**HUMAN RESOURCES ENTERPRISE**  
**LOTTERY EXECUTIVE VICE PRESIDENT**  
**OF SALES**

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**DEFINITION**

Serves as the Iowa Lottery Authority's chief operating officer and is responsible for Lottery operations; organizationally the lottery executive vice president/sales & product development is the senior executive next to the Chief Executive Officer (CEO); performs related work as required.

**The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.**

**WORK EXAMPLES**

Supervises and evaluates the work of subordinates; effectively recommends and takes appropriate personnel actions related to selection, performance, leaves of absence, grievances, work schedules and assignments, disciplinary procedures, and administers personnel and related policies and procedures.

Directs the internal development and production of new lottery products and the printing of instant and pull-tab tickets.

Develops, reviews and implements sales components of the marketing program; reviews retailer materials/newsletters and other game related items; evaluates agency presentations when briefing elected officials or corporate account management; sets sales goals/performance standards and provides support.

Initiates and implements policymaking decisions impacting both the day-to-day and long-range operations of all facets of the Lottery in support of its mission; coordinates day to day operations and keeps the CEO and senior staff informed of all major developments at the Lottery; informs staff about trends and developments in the industry.

Plans, develops and establishes policies/objectives peculiar to a business organization operating on a governmental model in accordance with legislative oversight, Board directive, and Iowa Lottery Authority Policies/Procedures, rules and statutes.

Oversees the development of internal policies/procedures for improving acceptance of lottery products by retailers and consumers; collaborates with the CEO, division vice presidents and vendors in the selection, design, performance analysis and review of lottery games, advertising and support systems.

Provides oversight of product warehousing and distribution.

Participates as a working member of the nightly drawing security team responsible for responding to situations requiring lock-down and recovery activities in the event of computer system pre-draw imbalance and makes decisions regarding options available in the event of system failure.

**COMPETENCIES REQUIRED**

Knowledge of the principles and practices of supervision.

Knowledge of the lottery industry.

Knowledge of sales & marketing goals/strategies to meet sales objectives

Knowledge of effective retailer recruitment and compensation.

Skill in resolving retailer corporate management concerns.

Skill in the development of new marketing strategies and gaming products.

Skill in the use of various computer software applications including word processing and spreadsheets.

Knowledge of government procurement procedures.

Skill in the use of sales motivation strategies.

Ability to identify emerging issues, including but not limited to knowledge of worldwide lottery industry issues and to communicate them to internal and external staff clients and customers.

Skill in gaining widespread acceptance of lottery products.

Ability to develop/implement strategic plans.

Ability to represent the lottery at various agency/interagency committees.

Displays high standards of ethical conduct. Refrains from dishonest behavior.

Works and communicates with all clients and customers providing polite, quality professional service.

Displays a high level of initiative, effort, attention to detail and commitment by completing assignments efficiently with minimal supervision.

Follows policy, cooperates with supervisors and aligns behavior with the goals of the organization.

Fosters and facilitates cooperation, pride, trust, group identity and team spirit throughout the organization.

Exchanges information with individuals or groups effectively by listening and responding appropriately.

**EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Marketing or a related field and six (6) years experience in a senior management capacity in the lottery gaming industry or in a recognized lottery administrative support area (e.g., law, finance, data processing, sales or marketing);

OR

an equivalent combination of experience and education substituting 30 semester hours of accredited post high school education for one year of experience to a maximum substitution of 4 years.

**SPECIAL REQUIREMENTS**

This position requires a full background investigation at the outset, subject to periodic review for currency. Employment status is subject to satisfying any and all security requirements specified by the Iowa Lottery Authority.

**NOTE**

Positions in this class are exempt from the screening and referral requirements of the Iowa Department of Administrative Services –Human Resources Enterprise. Apply directly to the Iowa Lottery Authority.

This position is exempt from State of Iowa merit employment provisions and serves at the joint pleasure of the Lottery's Chief Executive Officer and the Iowa Lottery Authority Board.

Effective Date: 12/11 BR